

Mail Drives Mobile Commerce Promotion

August 27, 2014



Mailing Services
New Products & Innovation

- **Introduction**
- **Market Trends**
- **Requirements**
- **Fulfillment Rebate**
- **Frequently Asked Questions**

“The USPS seems to have changed the way merchants look at QR codes as a part of their marketing campaigns.”

MultiChannel Merchant, Outlook 2012-13: Ecommerce



Mobile Commerce on the Rise

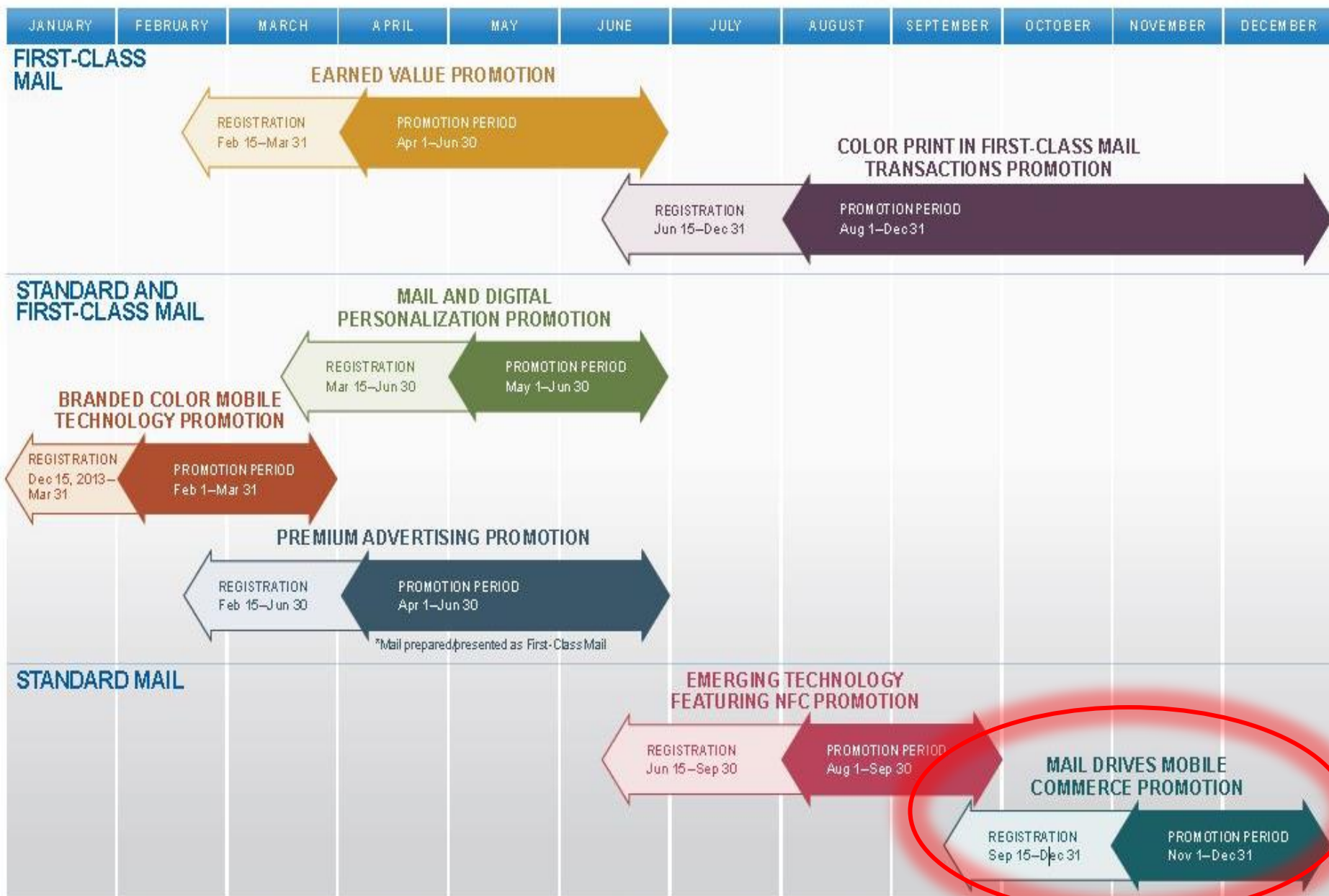


- Purchases using smartphones or tablets on CyberMonday 2013 nearly doubled vs last year, with over 1/3 of all online sales being made on mobile devices. *(IBM, Dec 2013)*
- Mobile commerce will see a 15% increase in 2014, with 83% of consumers planning to conduct mobile commerce in the next 12 months. *(InMobi, 2014)*
- By 2017, 77% of digital buyers in the U.S. will purchase via smartphone or tablet. *(eMarketer, Apr. 2013)*

Changing Marketplace



Of tablet owners, 65% report using their tablet while watching TV at least once per day, while 41% use their tablet and smartphone simultaneously at least once a day. *(ExactTarget, Feb 2014)*



Encourage mailers to integrate mobile technology with direct mail to create a convenient method for consumers to do their shopping.

- **Registration Period:** September 15 – December 31, 2014
- **Promotion Period:** November 1 – December 31, 2014
- **Priority Mail Fulfillment Period:** November 3, 2014 – January 15, 2015
- **Rebate Claim Form Due Date:** February 15, 2015
- **Discount:** 2% per eligible mailpiece
- **Eligible Mail:**
 - Standard Mail letters and flats
 - Nonprofit Standard Mail letters and flats
 - IMb full-service mailings for applicable products

Full requirements document has been posted

Registration

- Participants and/or MSPs can register
- Register via the Business Customer Gateway (BCG)

Submission

- Mailings must be submitted electronically via Mail.dat, Mail.XML, or Postal Wizard

Mailpiece

- Must contain a mobile barcode or other equivalent print/mobile technology
- Must lead to a mobile optimized experience
- Must include directional copy

Discount

- Promotion discount is calculated in PostalOne!®
 - **Must be claimed at the time of mailing**

Mail owner must participate in a post promotion survey



- Electronic payment method (credit, debit or prepaid card) via mobile internet browser
- Through a person-to-person payment method (ex. PayPal) via mobile internet browser
- An order placed on the mobile device through the internet where the customer is invoiced at a later date (presumably upon delivery)
- An order placed on the mobile device through an internet browser where charge is added to a recurring bill



- Defined as a tangible and physical item that is eligible to be mailed by the Postal Service (*delivery by the Postal Service is not required*).
- Product may have an intangible service component, but sale of a service alone does not qualify.
- Product in exchange for a donation does not qualify
- If a product can only be shipped to another business location (e.g. online ordering for in-store pick-up) the mailing does not qualify.
- The sale of services **MAY** qualify for the promotion

Directional Copy is text near the barcode or image that provides guidance to the consumer to scan the barcode or image.



Scan Here



Scan with your
cellphone to review
our special offer




Scan to visit
our website




Review sale
prices using the
QR Code above

Mobile-friendly

- 
- Webpage that is formatted to fit within a smartphone screen (and could require the need to scroll horizontally to view the entire page or enlarge the screen to view portions of the page).

Mobile optimized

- 
- Different version of the webpage that is designed specifically for smaller screens. Mobile optimized sites have:
 - more compact layout
 - less copy
 - Fewer/smaller images
 - streamlined navigation

Only mobile optimized websites are eligible:

ELIGIBLE



← More compact layout with less copy and fewer images than the original version

← Streamlined navigation that is easy to use on a mobile device

Not just the regular site shrunk down to fit within a smartphone screen. →

NOT ELIGIBLE: MOBILE FRIENDLY WEBPAGES



Mobile-friendly sites do not qualify for the promotion discount.

Priority Mail Fulfillment Rebate

Fulfillment Period:	November 3, 2014 – January 15, 2015
Rebate Claim Period:	January 1 -- February 15, 2015
Rebate Amount:	1% of discounted postage
Fulfillment Threshold:	0.5% of discounted promotional mail volume

Priority Mail



*Only Priority Mail packages qualify
Mailable must use the rebate claim form*

Program Period - Discounted Promotional Mail volume	100,000 pieces
Total postage prior to discount	\$21,000
2% Discount Applied	\$420
Total Postage after Discount applied	\$20,580
Fulfillment Threshold - 0.5% of Discounted Promotional Mail volume	500 packages
Actual number of packages fulfilled via Priority Mail (11/3/14-1/15/15)	1,225
Additional rebate earned	\$210

If the mailer sent less than 500 packages via Priority Mail during the Fulfillment Period, they would not be eligible for the additional 1% discount on their mailing.

- Make the QR Code visible and easy to scan*
- Test With multiple devices and scanners
- Send Customers to a mobile optimized website*
- Assist the consumer in the use of QR codes with directional copy*
- Track the results

* Required for promotion participation

Q: Can the promotion be extended to Express Mail as well as Priority Mail?

A: No, only Priority Mail is included in this promotion.

Q: Will you please verify if customers that are using PC Postage will also qualify for the 1 percent fulfillment incentive?

A: Yes, they can.

Q: Would a pizza restaurant mailing qualify for the promotion if the mobile barcode allowed you to purchase a pizza/sandwich from your phone and their site was mobile-optimized? Lots of restaurants are using the mobile barcodes effectively and this might get us to gain some additional mail during the holiday time if they qualify.

A: No. The item purchased must be able to be shipped.

Q: For the additional 1% discount on the mailing, are PMI and EMI packages going to count as well as domestic?

A: No, only mail/packages that qualify as Priority Mail are eligible for the promotion. International mailings are not eligible.

Q: Can I have my mailpiece reviewed to ensure compliance prior to mailing?

A: Yes and we encourage pre-approval. Your mailpiece can be submitted electronically or by hardcopy to the Program Office.

- Program Office contact:

Email: mailingpromotions@usps.gov

Facsimile: 202-268-0238

Mail: US Postal Service
2014 Mail Drives Mobile Commerce Promotion
Post Office Box 23282
Washington, DC 20026-3282

- Program Requirements & Documents

<https://ribbs.usps.gov/index.cfm?page=mailingpromotions>

<https://www.usps.com/business/promotions-and-incentives.htm>

- Registration

<https://gateway.usps.com>

- PostalOne Help Desk:

(800) 522-9085 or postalone@email.usps.gov

The program office encourages mailers to request pre-approval on planned mailpieces.

Follow USPS:



<http://usps.com/news>, <https://twitter.com/USPS>, <https://www.linkedin.com/company/usps>

Insight:
**Mail is still highly
valued**

Source: USPS 2011-2012 Mail Moment Survey

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